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NOTE: Any information contained in the incorporated slides or presentation summaries that is contradictory to the standard USPS[®] License Agreements is superseded by the standard USPS License Agreements.

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Link Development Presentation Slides

Suite^{Link™}



Purpose

- The purpose of Suite^{Link™} is to improve business addressing by adding known secondary (suite) numbers to allow delivery sequencing where it would otherwise not be possible.

Overview

- Given a Business name and an associated ZIP + 4[®] coded address that matches to a High-rise default, the Suite^{Link™} process will return the appropriate suite number.
- Keys will be built using the significant words in a business name and the building's Enhanced Modified Delivery Point (EMDP).
- Each key that successfully returns a suite number is used to build confidence in the match.

Example of Keys

Input record:

Investment Bank of America
123 Main St
12345-6789

Keys that will be built to probe the Suite^{Link™} product:

EMDP-America Bank Investment
EMDP-America
EMDP-Bank
EMDP-Investment

*Note that "of" will be omitted because it appears in the noise word table.

Current Plan

- Alpha testers will be selected and the Alpha test will begin second week of Nov.
- Beta testers will be selected and receive developer kits in Feb.
- Product rollout Mid May.

Link Development Presentation Summary

The Suite^{Link™} Product is the latest address quality product developed from Link technology.

The purpose of the Suite^{Link} Product is to improve business addressing by adding known suite (secondary) numbers to allow delivery sequencing. The Suite^{Link} process will return the appropriate suite number when given a business name and an associated ZIP + 4[®] coded address that matches to a high-rise default. Keys will be built using the significant words in a business name and the building's Enhanced Modified Delivery Point (EMDP). Each key that successfully returns a suite number is used to build confidence in the match. Several examples followed.

The Suite^{Link} Product is expected to rollout in May 2006.

NOTE: During this portion of the meeting, temporary COAs were discussed. Temporary COAs have been added to the NCOA^{Link} file. These addresses are noted with a 'P' indicator flag which advises licensees that there is a temporary change of address on file. The move effective date will be given; however the new address will not be revealed nor will the stop date of temporary order be given. These temporary COAs are only for the areas affected by Hurricane Katrina and Hurricane Rita.

Questions and Answers

Q1: How are the keys sorted?

A1: The keys are sorted in alphabetical order.

Q2: Will the Suite^{Link} database only contain businesses within highrises?

A2: Yes. The Suite^{Link} database will only include business records within highrise ZIP + 4 codes. If secondary numbers are used to differentiate one delivery point from another and are businesses, these delivery points will be included in the Suite^{Link} database.

Q3: How will the data be kept current?

A2: Presently we are planning to use the AMS and the NCOA^{Link} databases. Further sources have not yet been determined.

Q4: What is EMDP?

A4: The Enhanced Modified Delivery Point (EMDP) is a numeric representation of a delivery point. It is created using the "street level" 9-digit ZIP Code, the primary number and the secondary number or descriptor. In Suite^{Link} the descriptor and secondary number information will always be empty.

Q5: In the Suite^{Link} process, if you have a list of suite numbers that may or may not be valid for a business, will it return 10 different suite numbers to choose from?

A5: No. The suite numbers that will be returned are based upon the confidence level for potential matches, which will be determined by licensees' internal software. The software requirements have not been determined.

Q6: Will there be a fee associated with the addition of the temporary COAs in the NCOA^{Link} file?

A6: At this point, no.

Q7: Do you foresee having to eliminate companies that have unique suite numbers to put new suite numbers on the files?

A7: This has yet to be determined.

Q8: Will a range be given for suite numbers for a specific firm record?

A8: No. The Suite^{Link} data contains precise delivery points.

Q9: What happens when the Suite^{Link} data changes, like a business moves from a particular suite?

A9: Old business addresses will remain on the Suite^{Link} database.

LACS^{Link™} Certification Presentation Slides

Move Update Support Department

LACS^{Link™} Certification

Angela Woodard

LACS^{Link™}

Provides a corrected or converted address:

- Implementation of Enhanced 911 Emergency System
- Changing rural-style addresses to city-style addresses
- Renaming or renumbering existing city-style addresses

LACS^{Link} Materials:

- Data is in a secure hash table.
- Allows the USPS® to distribute as a separate product.

LACS^{Link™} License Types

- **Software Interface Developer**
 - To obtain LACS^{Link} test Data from USPS® for development purposes only
- **Distribution of Interface and Data**
 - To obtain LACS^{Link} Data from USPS® for Internal and/or External List Processing
 - To Distribute Certified Software to Third Parties
 - To Distribute Data to Third Parties
- **End-User**
 - Receive Data Fulfillment directly from USPS®
 - Allows both Internal Use and/or External List Processing

LACS^{Link™} Certification Procedures

Step 1 Application & Self Certification Approval

- **Completion and Approval of Certification Documents**
 - Application
 - Confidentiality Statement
 - Self-Certification Statement
 - Key Personnel Listing
 - Site Security Documentation

*****Applies to all license types*****

Note: You do not need an additional Site Security review if you already have one on-file with the NCSC

LACS^{Link™} Certification Procedures Interface Developer License

- Licensing
 - **Application Process**
 - **Pay Appropriate Fee (if applicable)**
 - **Execute License**
 - **Issue Software Developer Kit**
- Testing and Certification
 - **Software Information Form**
 - **Stage II Test (covered under CASS™ Stage testing)**
 - **Letter of Certification Approval**
- Fees
 - **Initial License Fee \$1,000**
 - **Annual Renewal Fee \$300**
- Fee Waivers
 - **CASS™ Software Manufacturers**
 - **NCOA^{Link™} Full Service Providers**

LACS^{Link™} Certification Procedures Distribution/Data License

- Licensing
 - **Application Process**
 - **Pay Appropriate Fees (if applicable)**
 - **Execute License**
 - **USPS begins fulfillment of Live Data for Distribution**
- Fees
 - **Software Distribution License Fee = \$1,200**
 - **Data Distribution License Fee = \$300**
- Fee Waivers
 - **CASS™ Software Manufacturer**
 - **NCOA^{Link™} Full Service Providers**

***** NOTE: Must be a certified LACS^{Link} developer *****

LACS^{Link™} Certification Procedures
End User License

- Licensing:
 - **Application Process**
 - **Pay Appropriate Fee (if applicable)**
 - **Executive License**
 - **USPS Begin Data Fulfillment**
 - Fees: \$300 Annual Data Fulfillment
 - Fee Waiver: NCOA^{Link™} Full Service Providers
 - Must have a Certified LACS^{Link} Interface
 - **By self development under Developer License**
 - **LACS^{Link} enabled product – purchased**
- *** Note: Prohibits distribution of Data or Interface ***

End of LACS Fulfillment

- **November 30, 2005**
- **Last Day to Use LACS**
- **Email to NCSC Confirming Disabling of Processing and Deletion of all Related Programs and Data will be Required**
- **ncoalink@usps.gov**

LACS^{Link} Certification Presentation Summary

The LACS^{Link} Product provides converted addresses for address changes due to the implementation of the 911 system where rural-style addresses changed to city-style addresses and existing city-style addresses were renamed or renumbered.

The three types of licenses for LACS^{Link} are: Software Interface Developer, Distribution of Interface and Data and End User. The LACS^{Link} Software Interface License Agreement licenses the rights to obtain LACS^{Link} test data from the USPS for the purpose of development only. The LACS^{Link} Distribution License Agreement licenses the rights to obtain LACS^{Link} data from the USPS for internal and/or external list processing, distribute certified software to third parties and distribute data to third parties. The End User License Agreement licenses the rights to receive data fulfillment directly from the USPS and allows internal use and the providing of services to third parties.

The four steps to the LACS^{Link} certification process are: Application Process, Software Development/Acquisition, Testing and Certification and Activation of License.

The Application Process includes the Application, Confidentiality Statement, Self-Certification Statement, Key Personnel Listing and Site Security Documentation. However no additional Site Security Review is needed if one is currently on file with the USPS®. Upon completion of this process, developers will execute a license agreement and a Software Developer Kit will be issued.

Software Development/Acquisition is the period in which the developer or licensee obtains software either through development or purchase and prepares their systems for testing with the software.

Testing and Certification involves the completion of a Software Information Form and the processing of a Stage 2 Certification Test, which is covered under CASS™ Stage Testing. A letter of certification approval is also issued.

Activation of License includes the execution of the license, data fulfillment and the payment of fees. Software distribution fees are waived for CASS software manufacturers and NCOA^{Link} interface distributors, whereas there are no data fulfillment fees for NCOA^{Link} Full Service Providers.

Questions and Answers

- Q1: What is the difference between the LACS^{Link} software distribution license fee and the data distribution license fee?
- A1: There are two fees associated with the LACS^{Link} Distribution License. There is a \$1200.00 fee to distribute the software. This fee is waived for CASS software manufacturers and NCOA^{Link} interface distributors. There is a \$300.00 fee to distribute the data. This fee is waived for NCOA^{Link} Full Service Providers who are solely fulfilling the requirement to provide LACS^{Link} services.
- Q2: Is there paperwork for Full Service Providers to receive LACS^{Link} data?
- A2: Yes. The LACS^{Link} End User License Agreement is posted to the RIBBS site.
- Q3: When is the last fulfillment for LACS?
- A3: The last fulfillment is November 15, 2005.

Q4: What product will be used after LACS is retired?

A4: The LACS^{Link} Product.

Certifications Presentation Slides

Certifications

LaTonya Reed
Move Update Support

Back-Up Site Certification

2

NCOA^{Link™} Continuity of Operation

- Purpose
 - Emergency Backup Site for Continuation of Processing
 - Natural Disasters
 - Ecological & Man-Made Threats
- Scope
 - Limited Timeframe Processing
 - Multiple Site processing prohibited

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NCOA^{Link™} Continuity of Operation Fees

- Additional site = \$0
- Initial back-up site testing = \$0
- Back-up site retesting = \$1,000
- Additional platforms = \$1,000

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NCOA^{Link™} Continuity of Operation Getting Started

- Application located on RIBBS
 - http://www.ribbs.usps.gov/files/NCOALINK/BACKUP_CERT_PROC_V4.DOC
- Certification Procedures are the Same as the Primary Site
(Including Stage II Testing)
- Differences:
 - Weekly/Monthly Production Data will not be automatically distributed to the back-up site once Certified
 - Platform IDs:
 - BL?? = back-up LSP
 - BF?? = back-up FSP
 - BR?? = back-up EU

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NCOA^{Link™} Continuity of Operation Activation Process

- Must Affect Primary Site for 12 Hours or Longer
- Licensee must Notify USPS® of Site Outage
- USPS will Deactivate the Primary Site and Activate the Back-up Site
- Notifications Received By 3:00 p.m. Central Time:
 - Data and Approval Letter Mailed Same Day
- NCOA^{Link} Updates will be Mailed to Back-up Site Until Further Notice from the Licensee

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NCOA^{Link™} Continuity of Operation Back-Up Site Responsibilities

- Provide ALL Reports to USPS®
- Provide ALL Specified Output Information to Customers in Accordance with Performance Requirements
- The Primary Site Shall Provide USPS with an NCOA^{Link} No Stats Processing Letter

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NCOA^{Link™} Continuity of Operation Primary Site Re-Activation

- Licensee must Notify the USPS® in Writing that the Primary Site is Operational
- Primary Site Must Re-Certify:
 - Stage II NCOA^{Link} Test Only
 - Letter of Deactivation:
 - Mailed to Back-up Site, Primary Site and Distributor
 - Cease ALL NCOA^{Link} Data Distribution and ALL Processing at the Back-up Site
 - Includes Licensee Specified Date for Reactivation of Primary Site

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Licensee Merger/Acquisition Certification Procedures

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Licensee Merger/Acquisition

- Licensees are Required to Notify USPS® of a Merger/Acquisition Prior to the Event
 - Explicitly Detailed in License Agreements
 - The New Company Has 10 business Days to Complete the Certification Documents
 - Possible Suspension Beyond 10 Days
- Furnish Publicly Filed Documents to Verify the Event

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Licensee Merger/Acquisition You Will Be Asked...

- Q1:** Will old company/site (s) be completely dissolved?
- Q2:** When will the merger/acquisition take place?
- Q3:** Will purchased site personnel contacts remain the same?
- Q4:** If Developer/Distributor; the USPS® should receive a list of all clients changing to the new interface, these clients will be required to re-certify.
- Q5:** If multiple sites exist, will the new company have one license agreement with additional sites?
- Q6:** If Distributor, which licensee will monitor/maintain customer support of existing client base until acquisition is resolved.

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Licensee Merger/Acquisition

- Once USPS® has received all documents:
 - Begins the process of certifying the new company for licensing
 - The new company will receive a new license number and platform ID
- The certification and licensing process must be completed within 45 days
 - If not completed in 45 days USPS may send a letter of termination to the licensee
 - All NCOA^{Link} processing ceases under the existing license number

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Licensee Merger/Acquisition

- Upon completion of certification process, a License agreement must be signed by the new company/officer
- Executed license agreement mailed via Express Mail® service
- Pro-rated invoice
- Upon receipt of payment:
 - USPS® will deactivate the previous licensee's License number and platform ID
 - New company begins processing using the new license number and platform ID

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ANK^{Link™} Certification Procedures

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ANK^{Link™}

- An Enhancement to Existing 18-month NCOA^{Link™} Product
- Mailers Receive Indicator that "Potential Move" Exists with MED Beyond the 18th Month
- Does Not Reveal New Address
- Provides an ANK^{Link} Informational Code (77) and Standard NCOA^{Link} Code
- May Only be Used as Part of NCOA^{Link} Processing (ANK^{Link} Processing Only is Prohibited)

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ANK^{Link™} Fulfillment

- No additional DVD's required
- Only as an Enhancement to the existing NCOA^{Link™}
- NCOA^{Link} Rules Apply

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ANK^{Link™} Required Text Document

- Limited Service Providers Only

http://ribbs.usps.gov/files/NCOALINK/LSP_INFO/LSP_RTD_V4.PDF

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ANK^{Link™} Application

Limited Service Provider and End User licensees selecting to obtain ANK^{Link} must contact their NCOA^{Link™} Distributor.

- Download From RIBBS
 - http://ribbs/files/ncoalink/LSP_INFO/ANKLINK_REQUESTFORM.DOC
 - ...Or
 - http://ribbs/files/ncoalink/EU_INFO/ANKLINK_REQUESTFORM.DOC
- Complete and Fax to NCSC @ 901.681.4579
- ANK^{Link} Certification is covered under Developer Testing.
- Fees
 - Limited Service Providers \$3,500
 - End User \$750

NOTE: ANK^{Link} by itself cannot be used as a Move Update Qualifier

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Certifications Presentation Summary

The following certification processes were covered in this presentation: Back-Up Site, Licensee Merger/Acquisition and ANK^{Link™}.

Back-Up Site Certification allows for the continuation of NCOA^{Link} processing in the event of natural disasters and ecological and man-made threats. This certification permits limited timeframe processing; however multiple site processing is prohibited. The certification procedures are the same as the primary site certification, including Stage 2 Testing. Upon certification, the weekly/monthly production data will not be distributed to the back-up site until the back-up site is activated. Once it has been determined the primary site will be affected 12 hours or longer, the USPS will activate the back-up site and deactivate the primary site when notified by the licensee. The USPS will redirect NCOA^{Link} data to the back-up site until further notice from the licensee. There is no fee for initial certification, but additional back-up site retesting and additional platforms are \$1000 each. The activation and reactivation processes were detailed in the presentation slides.

During a Licensee Merger/Acquisition, licensees are required to notify the USPS prior to the event. The new company has 10 business days to complete the certification documents and must provide publicly filed documents to verify the merger or acquisition. Upon receipt of all the required documents, the USPS will begin the certification and licensing process for the new company, which must be completed within 45 days. The new company will receive a new license number and platform ID. Following the completion of the certification and licensing process and the remittance of payment, the USPS will deactivate the previous license number and platform ID. The new company will begin processing using the new license number and platform ID.

ANK^{Link} is an enhancement to the existing 18-month version of the NCOA^{Link} Product, which enables NCOA^{Link} Limited Service and End User licensees to optionally acquire an additional 30 months of change-of-address. The ANK^{Link} data will not return a new address for months 19-48, but will provide a return code of 77 along with a standard NCOA^{Link} return code. ANK^{Link} processing must be used in conjunction with NCOA^{Link} processing and cannot by itself be used to satisfy the Move Update requirement. Fees for ANK^{Link} are \$3500 for Limited Service Provider licensees and \$750 for End User licensees. There is no additional fulfillment for ANK^{Link}. Limited Service Provider and End User licensees who are interested in obtaining ANK^{Link} must contact their NCOA^{Link} Interface Distributors.

Questions and Answers

- Q1: When you mention new company, do you mean if a new company forms as a result of the merger or acquisition and the company name changes?
- A1: If the company name changes due to a merger or acquisition, the new company has to sign a new license agreement. A modified Stage 2 file will need to be processed to make sure the new company name can be populated.
- Q2: If a newly acquired company is not a licensee or is not in the same industry, do we have to sign a new license agreement?
- A2: Even if the licensee acquires another company who is not a licensee of the USPS, they will have to complete the steps of signing a new license agreement and processing a Stage 2 file if the company name changes. If the name of company does not change and the contacts remain the same, licensees do not have to go through the recertification process. In this case, the USPS should be notified of the acquisition.

- Q3: Currently, how many ANK^{Link} licensees?
A3: To date, they are 18 who are certified.
- Q4: Do we need the approval letter to begin processing at our back-up site?
A4: Yes. The USPS needs to be notified either by a phone call or email. Upon notification, the approval letter and the live data will be sent to the licensee at their back-up site. The licensee's distributor will be mailed the approval letter also to inform them to redirect the NCOA^{Link} interface.
- Q5: How long does it take the live data to arrive at the back-up site?
A5: If the USPS is notified by 3:00 p.m. CT, the live data will arrive the next day provided the licensee is in a normal Express Mail environment.
- Q6: Will processing be performed at both sites?
A6: No. The back-up site is specifically used in cases where the primary site cannot function in a production environment. If processing is performed at two or more sites, each site must be certified and additional site licensee fees apply.
- Q7: Does the back-up site have to be recertified?
A7: The back-up site does not have to go through a recertification process, unless there have been modifications to the software or a change of software distributors since certification.
- Q8: Does a hot site have to be recertified?
A8: It is assumed that if the primary site and hot site are not exchanging data or equipment, the hot site will operate in the same manner as it did during the initial Stage 2 test. A recertification of a hot site will be needed if there have been modifications to the software or a change of software distributors.
- Q9: What is the turnaround on a Stage 2 test for a back-up site?
A9: Currently, the timeframe is three (3) business days. However, the USPS will work with each licensee to process the Stage 2 test promptly so that the licensee can continue NCOA^{Link} processing.
- Q10: Are more licensees moving to ANK^{Link} and flat files at the same time because of file size differences?
A10: Presently, there are two licensees using ANK^{Link} with the flat file. However the USPS expects the number to increase for flat file users.
- Q11: If I offer ANK^{Link} processing as part of the NCOA^{Link} service, can customers choose not to have their files processed with the ANK^{Link} service?
A11: Yes, ANK^{Link} is an optional service.
- Q12: During a potential merger, companies are expected to keep information confidential. How would this work for NCOA^{Link} licensees?
A12: If the licensee simply lets the USPS know that a merger will or may take place, the information will be kept confidential until further notification from the licensee.
- Q13: How is the USPS able to verify the licensees are not running their primary site and back-up site concurrently?
A13: The Customer Service Log verifies this because the back-up site is assigned a different platform ID.

- Q14: If a totally unrelated company merges with a licensee, will the new company have to reapply?
- A14: If the company name changes, you will have to recertify the new company. However if the merger/acquisition does not affect normal operations or current license status, recertification is not required. In this instance, the licensee will notify the USPS of the merger/acquisition.
- Q15: If the licensee has to recertify as a result of the purchase, will the licensee be given a pro-rated refund of their annual license fee?
- A15: A refund has to be requested by the licensed company.
- Q16: Has the Required Text Document only been updated for ANK^{Link}?
- A16: Yes. The Required Text Document has been updated for Full and Limited Service Providers to include ANK^{Link} and other pertinent information.

Advertising Presentation Slides

Advertising

Jennifer Thornton

Move Update
Support

Advertisement Review

- **Advertisements are reviewed for:**
 - Incorrect or misleading information
 - Correct representation of Postal products
- **Tools**
 - USPS® Registrations and Trademarks
 - Advertising Technical Guide
 - Both documents will be posted to RIBBS.

2

Advertising Disclaimers

- “[Licensee] is a non-exclusive licensee of the United States Postal Service®”
- The price for [Licensee’s Services] “are not established, controlled or approved by the United States Postal Service.”
- The following trademarks are owned by the United States Postal Service® [insert all of the USPS® trademarks used in the document]

3

Disclaimers in License Agreements

- Distributor – **Sections 7.6.1; 7.6.3; 7.7**
- Full and Limited Service – **Sections 5.6.1; 5.6.3; 5.7**
- Developer – **5.3.2**
 - Developer may disclose only that it has “applied” to become a “certified Interface Developer” for the United States Postal Service’s NCOA^{Link™} service (or product or system).

4

Broker Advertising

- **[Licensed Product] processing is provided by a non-exclusive licensee of the United States Postal Service®.**

5

Disclaimers on Web Pages

- **Disclaimers should be included on every page the registrations and trademarks appear because Web pages are considered standalone documents.**

6

Patent Information

- **Must include required patent language in advertisements.**
- **Licensees will be notified of the specific language in a separate directive from the USPS®.**

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What Are Advertisements?

- **Advertisements consist of, but are not limited to,**
 - Press releases
 - Brochures
 - Slide presentations
 - Sales sheets and other promotional material
 - Web pages
 - Catalogs
- **If you are not sure, ask.**

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Turnaround Time

- **Before public release, all advertisements must be approved by the USPS®.**
- **Normal turnaround time is 7-10 business days, as volumes allow.**
 - Press releases may take longer.
- **If revisions are requested, the revised advertisement must be resubmitted for approval.**

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Non-USPS® Advertisements

- **If advertisement does not pertain to any USPS Licensed Product, you are not required to submit it for approval.**
- **All proper formatting of registrations and trademarks do apply.**

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Registrations and Trademarks Formatting

- **® = Alt + 0174 (or left parenthesis R right parenthesis)**
 - Manually superscript because the ® does not superscript automatically
- **™ = Alt + 0153 (or left parenthesis TM right parenthesis)**

11

Proper Use of Trademarks

- **Web pages and slide presentations**
 - Use registrations and trademarks on the first occurrence on every page they appear
- **Documents more than two pages**
 - Use as often as needed to connote USPS® ownership of trademarks
- **Document two pages or less**
 - Use registrations and trademarks on first mention or the most prominent place

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Trademarked Product Names

- **Do not spell out product names.**
- **To describe the product, use the short keyword descriptors.**
 - Use these keyword descriptors on first reference. Optional on subsequent references.
- **It is suggested trademarks only be used as an adjective modifying a noun.**
 - ex: NCOA^{Link™} Product
- **Do not use the possessive tense with trademarks.**
- **Do not make trademarks plural.**

13

Required Text Document

- **Must submit Required Text Document and Processing Acknowledgement Form (PAF) as part of Information Package**
- **Must include the most current Required Text Document**

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Advertising Presentation Summary

This presentation outlines the advertising guidelines for USPS Licensed Products, specifically NCOA^{Link}. The newly created Advertising Technical Guide for USPS Licensed Products and a handout on United States Postal Service® Registrations and Trademarks were included in the conference package and have since been posted to the RIBBS web site.

Advertisements are reviewed for correct registrations and trademarks and to ensure advertisements adhere to the guidelines set forth in the license agreements. A list of disclaimers and the sections in which they are located in the varying NCOA^{Link} License Agreements were presented. These disclaimers must be included in advertisements. The broker advertising disclaimer, which is acknowledgement that processing for various services were performed by a non-exclusive licensee of the United States Postal Service, was also listed. Additionally on Web pages, disclaimers should be included on every page the registrations and trademarks appear because Web pages are considered standalone documents. Examples of how disclaimers should appear on Web pages were given during the presentation.

The inclusion of patent information in advertisements was mentioned, however no date and specific language was given at this time. Licensees will be notified of the specific language in a separate directive from the USPS.

All advertisements must be approved by the USPS before public release. If revisions are requested, the revised advertisement must be resubmitted for approval. The standard turnaround time is 7-10 business days, allowing additional time for press releases. Advertisements not pertaining to any USPS License Product do not require USPS approval, although proper formatting of registrations and trademarks do apply.

The guidelines on the proper use of registrations and trademarks have been modified. For Web pages and slide presentations, registrations and trademarks should be noted on the first occurrence on every page they appear. On documents more than two pages, registrations and trademarks should be used as often as needed to connote USPS ownership. Registrations and trademarks should be used on first mention or most prominent place on documents two pages or less.

Trademarked product names should not be spelled out, used in the possessive tense or be pluralized. It is suggested trademarked product names only be used as an adjective modifying a noun.

It was also noted that the most current NCOA^{Link} Information Package, which includes the Required Text Document and Processing Acknowledgment Form (PAF), must be submitted as part of licensees' advertisements.

Questions and Answers

- Q1: When will you have the required patent language?
A1: The USPS is expected to have the required patent language in approximately six months. At that time, we will decide which type of advertisements, if any, the language needs to be included.
- Q2: Will you provide a list of patents that pertain to the NCOA^{Link} Product?
A2: Once the USPS acquires the patents, we will provide licensees with the patent information in a separate directive.

- Q3: Will you provide us a specific timeframe to have this patent language in our advertisements?
A3: Yes.
- Q4: Why are press releases considered advertising?
A4: Press releases are considered advertising because they are documentation for public release.
- Q5: How do you propose explaining a product if it cannot be spelled out?
A5: USPS licensed products are product names not acronyms. Licensees may use keyword descriptors to describe the products or use the words in the spelled out version in a different order.
- Q6: May I put the Required Text language in another format like a brochure?
A6: As long as all of the required language is in the document, this is acceptable.
- Q7: Some of the information in the Required Text document is not applicable to my customers because my software does not perform these functions. Can I customize my own?
A7: The Required Text Document is to help licensees' customers understand the purpose and functionality of the NCOA^{Link} process. The document is standard for all service providers and must be provided in its entirety.
- Q8: What is the definition of advertising?
A8: Advertisements are considered any method of sale to promote Licensed Products to the public. This includes, but is not limited to, press releases, Web content, brochures, marketing materials, slide presentations, catalogs, manuals, newsletters, trade show materials, magazine articles and ads.
- Q9: What about slide presentations that change often? Do they need approval each time they are changed?
A9: Licensees may have a set of standard slides and submit those for approval. These approved slides may be used in different presentations. However if these standard slides are modified, they must be resubmitted for approval.
- Q10: Can revisions be made within the document instead of sending a letter with the changes?
A10: This will be taken under advisement.
- Q11: How long should licensees wait before they follow up on advertisements?
A11: Licensees should follow up after the 10th business day.

NCOA^{Link} Reports & PAFs Presentation Slides

NCOA^{Link™} Reports & PAFs

Carrie Feldhaus
Move Update Support Department
800-589-5766

LACS^{Link™} Background

- Fulfillment Started
- CSLs Updated Back in January
- Required Fields Must Now be Populated

2

ANK^{Link™} Return Codes

| From | To | Field Name & Description | Length | COBOL |
|------|------|---|--------|-------|
| 1855 | 1865 | 77 – A – Match | 11 | 9(11) |
| 1866 | 1876 | 77 – 91 – Match with Secondary No. Dropped on COA (Old Side) | 11 | 9(11) |
| 1877 | 1887 | 77 – 92 – Match with Secondary Number Dropped on Input | 11 | 9(11) |
| ? | ? | ? ? ? ? ? ? ? ? ? | ? | ? |
| 2097 | 2107 | 77 – 17 – No Match – Different First Name | 11 | 9(11) |
| 2108 | 2118 | 77 – 66 – No Match – Input Address appears in "Daily Delete" suppression file | 11 | 9(11) |
| 2119 | 2129 | 77 – Total Records Matched Using ANKLink | 11 | 9(11) |

3

CSL – MATCH LOGIC INDICATOR

Match Logic Indicator Position (position 34):

- ✓ S – Standard (Business, Individual & Family Matches allowed)
- ✓ I – Individual Only
- ✓ B – Business Only
- ✓ C – Individual and Business Only
- ✓ **R – Individual and Family Only**

ADDED 'R' VALUE

4

Suite^{Link™}

- Return Codes Not Yet Determined
- Will be Added to CSL upon Determination

5

Processing Acknowledgement Forms

- PAF Guide included in your packet
- Contains –
 - Definitions – 'Who am I?'
 - Guidelines – 'The Rules Are. . . '
 - 'Q&A' – 'How do I'
 - Scenarios – 'Examples of Situations'

6

Who Am I?

- List Owner – owns the list and the mailing
 - List Custodian – a person in the company responsible for the list
- List Administrator – a company who ‘Baby-Sits’ a list for another company
- Broker/Agent – a middle-man/re-seller of the licensee’s service
- Licensee – the company who does the actual processing
- List Broker – not in the chain of custody

7

The Rules Are:

- A PAF must be signed for all lists processed
- ALL Parties involved must SIGN THE PAF
- There will always be:
 - LIST OWNER
 - LICENSEE
- There can be:
 - One LIST ADMINISTRATOR
 - One or more BROKER(S)

8

The Rules Are:

- One PAF can be used for multiple lists if the List Owner & Custodian are the same
- A Company can be both the List Administrator and a Broker, however, not for the same list
- Licensees can also be a List Administrator
- Licensees can also be a Broker to another licensee. (NOTE: ALWAYS WHEN A LIST IS SENT TO A FULL SERVICE PROVIDER)

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NCOA^{Link} Reports & PAFs Presentation Summary

Additions to the Customer Service Log (CSL) were outlined in this presentation. The newly created document, A Guide to NCOA^{Link™} Processing Acknowledgement Forms (PAFs), was included in the conference package and has since been posted to the RIBBS web site.

In January 2005, the Customer Service Log (CSL) was updated to include the LACS^{Link} Product. Since fulfillment has started, the required fields must now be populated. The ANK^{Link} Return Codes have also been added to the CSL and must be populated if the product is currently being used.

The new match logic, R – Individual and Family only, has been added to the Match Logic Indicator Position (position 34).

Suite^{Link} Return Codes have not been determined, but these return codes will be added to the CSL once determined.

Information contained in the PAF Guide, including definitions, guidelines, Q & A and scenarios, was discussed in detail.

Questions and Answers

- Q1: Can PAFs be automated?
A1: At the present time, PAFs cannot be automated because of the required signatures.
- Q2: If a broker brings me a list for an end user, do I have to ask the broker if other brokers were involved in this particular list?
A2: If a broker brings an end user list directly to a licensee, it is safe to assume that he/she is brokering the list directly to the licensee.
- Q3: Is it the licensee's responsibility to ask if multiple brokers were involved in acquiring a mailing list?
A3: Yes.
- Q4: If another broker is involved in obtaining the mailing list, can I include their name or does another PAF have to be completed?
A4: The name must be included, but the customer needs to sign one PAF.
- Q5: If a customer has an NCOA^{Link} PAF on file, does another document need to be signed for DSF² processing?
A5: Yes. The NCOA^{Link} PAF does not cover DSF² processing.
- Q6: Do licensees have permission to reuse the PAF Guide?
A6: Yes. This document can be shared with customers, brokers and others within the company.
- Q7: Can something be automated on the Postal Service side so licensee contacts can be sent an e-mail notification when their reports have not been received by the 7th of the month?
A7: Presently no, but the USPS is working toward the automation of reports. Currently emails are sent to licensees on the 6th and 7th of each month when reports are not received.

- Q8: As part of the continuity of operations, are licensees allowed to list multiple companies, both primary and back-up site? For instance, if the licensee has one PAF housed at the primary site and have the second one with the licensee listed as the broker in case of processing at the back-up site. Is this acceptable?
- A8: Yes.
- Q9: If someone is signing as the list owner and they are not list owner, how do you enforce these violations?
- A9: Once notified, the USPS will work with the licensee to resolve the matter with the particular broker. If the broker continues their refusal to comply, the USPS will submit a letter to all licensees directing them to refuse NCOA^{Link} processing from this specific broker. However if the licensee does not work with the USPS and knowingly allows the broker to continue falsifying the PAF, the licensee's NCOA^{Link} license can be suspended and ultimately terminated.

NCOA^{Link} Changes Presentation Slides

NCOA^{Link™} Changes Charles Arnette

1

NCOA^{Link™} Changes

- New Matching logic Mode
- DVD Header Change
- New Optional Return Codes
- Query Name changes

2

NCOA^{Link™} Changes

New Matching Logic Mode = R

Individual and Family only Matching Mode

Note: Update position 34 in CSL

3

NCOA^{Link™} Changes

DVD Header Change

- Product type – added to the NCOA^{Link} header-add a 1 character field that will identify the type of product that is being utilized.
- This will help the developers to determine what product as well the file naming convention. This will also be a required return field on the CSL.

Note: Add Field to CSL

4

NCOA^{Link™} Changes

DVD Header Change

DVD Header – Before change

| Record From | Position To | Field name and Description | Length | Cobol |
|-------------|-------------|---|--------|-------|
| REC#1 | | | | |
| 1 | 18 | FILLER | 18 | x(18) |
| 19 | 68 | DVD Name SDK=devkit Fulfillment=prod | 50 | x(68) |
| 69 | 80 | filler | 12 | X(12) |
| 81 | 81 | Line Feed | 1 | X(1) |

5

NCOA^{Link™} Changes

DVD Header Change

DVD Header - After change

| Record From | Position To | Field name and Description | Length | Cobol |
|-------------|-------------|--|--------|-------|
| REC#1 | | | | |
| 1 | 18 | FILLER | 18 | x(18) |
| 19 | 68 | DVD Name SDK=devkit Fulfillment=prod | 50 | x(68) |
| 69 | 69 | Product type A=48hash B=48flat C=18hash D=18flat E=Ankhash F=Ankflat | 1 | X(01) |
| 70 | 80 | FILLER | 11 | X(11) |
| 81 | 81 | Line Feed | 1 | X(1) |

6

NCOA^{Link™} Changes Optional Return Codes

- The following slides present a list of potential return codes
- The list may not contain all potential return codes

7

NCOA^{Link™} Changes Optional Return Codes - Business

- Business name matched exactly
- Business name Fuzzy match
- Business name Confidence level

8

NCOA^{Link™} Changes Optional Return Codes - Individual

- First name exact match (original input) (First name ON NONOF)
- First name soundex match (original input) (first name NOT ON NONOF)
- First name normalized exact match (corrected spelling "normalf")
- First name normalized soundex match (corrected spelling "normalf")
- First name nick name exact match
- First name nick name soundex match
- First name exact match (after middle name swapped to first name)
- First name soundex match (after middle name swapped to first name)
- First initial name match/full middle name

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NCOALink™ Changes Optional Return Codes – Individual

- Middle initial/name was not used to make the match.
- Middle initial(1) match (Input had 1 initial – COA had 1 initial) (original input)
- Middle initial (2) match (Input had 2 middle name characters – COA had 2 middle name characters (original input)
- Middle initial(1) match (Input had 1 initial – COA had 1 initial) (after middle name swapped to first name)
- Middle initial (2) match (Input had 2 middle name characters – COA had 2 middle name characters (after middle name swapped to first name)
- LAST name soundex match (original input)
- LAST name normalized soundex match (original input) (corrected spelling "normal")
- LAST name soundex match (after dropping 's') (original input)
- LAST name normalized soundex match (original input) (corrected spelling "normal") (after dropping 's')
- Middle/Last – hyphenated – soundex match.

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NCOALink™ Changes Optional Return Codes - Family

- LASTNAME match – original input -
- LASTNAME match soundex – original input
- LASTNAME match (corrected spelling "normal")
- LASTNAME match soundex (corrected spelling "normal")
- LASTNAME match – original input – (after drop 's')
- LASTNAME match soundex – original input – (after drop 's')
- LASTNAME match (corrected spelling "normal") (after drop 's')
- LASTNAME match soundex (corrected spelling "normal") (after drop 's')

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NCOALink™ Changes Optional Return Codes

- Should they remain optional or required?
- Submit your response via email
ncoalink@usps.gov - with subject as
"Response – optional return codes"
- Additional Return code suggestions

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NCOA^{Link™} Changes Query Name Change

- If the middle name/initial(s) are not used to make/accept the match – do not display the middle name/initial(s) in the query address.
- If the return COA has a middle initial(s) and then display the input middle if provided.

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NCOA^{Link™} CSL Changes

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NCOA^{Link™} Changes CSL Changes

- Field (Matching Logic Applied position 34)
New mode 'R' = Individual and Family only option
- Add NCOA^{Link} product type (DVD header)
- High Match description Flag - ANK^{Link™} process to account for match rate
- Add Suite^{Link™} statistics
- Suite^{Link} Software Name, Software Version, Data Date
- Suite^{Link} return codes (00,A,) 2 additional reserved

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NCOA^{Link™} Suggested Changes

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NCOA^{Link™} Changes Suggested

- Stage file processing – automate output filename format – for RIBBS upload
- Monthly CSL – automate output filename format – for RIBBS upload
- Processing information – available to customer – process date – data release date – release number
- Customer support – Input name & address – Processing mode - F/I/B – MED – issue – other additional diagnostic

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NCOA^{Link™} Issues

18

NCOA^{Link™} Changes Issues

- Soundex
- Business Name Matching
- Suffix Name Matching
- Developers/Licensee Testing others
- Past issues – Dropped Secondary
Leading significant Zero
- LACS^{Link™} SDG /info tech

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NCOA^{Link™} Change Implementation

- Formal Change request
- Big changes – coincide with CASS[™]

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NCOA^{Link} Changes Presentation Summary

The upcoming NCOA^{Link} changes include the addition of a new matching logic, a DVD header change, new optional return codes and query name changes.

The new matching logic mode is the R value, which is Individual and Family only matching mode. This will be added to position 34 in the Customer Service Log (CSL). As part of the DVD header change, the product type will be added to the NCOA^{Link} header to identify the type of product being used. This will also be an added field to the CSL.

A listing of optional return codes was provided. Licensees can choose whether or not to employ these return codes.

There are two query name changes. If the middle name/initial is not used to make/accept the match, do not display the middle name/initial in the query address. If the return COA has a middle initial, display the input middle name if provided.

Besides adding the 'R' matching mode to position 34 and DVD header change, CSL changes include the addition of a high match description flag for the ANK^{Link} process to account for possible high match rate. Fields for Suite^{Link} statistics, software name, software version and data date and return codes will also be added.

The implementation date for NCOA^{Link} changes is July 2006, which will coincide with CASS Cycle K. Some of the changes, such as the DVD header change, may be done before July 2006.

Suggested changes were also outlined. These include Stage File processing and monthly CSL reports, which entail automated output filename format for RIBBS upload.

Several issues were discussed, including soundex, business name matching, suffix name matching and developers and/or licensees testing each other. The latter is prohibited unless given consent by the USPS.

The LACS^{Link} User Technical Reference Guide, mentioned in the presentation, has been posted to the RIBBS site. This guide is for public release.

Questions and Answers

- Q1: When will the Suite^{Link} return codes be available?
A1: There is no specific date, but licensees will be given an ample of amount of time to incorporate these return codes in their software.
- Q2: Many customers want licensees to provide them with proof of NCOA^{Link} processing on their mailing lists on specific dates. What kind of documentation is given to customers and are licensees required to provide this to customers?
A2: There is no specific documentation that is required to be provided to customers. The Processing Summary Report confirms that NCOA^{Link} processing was performed. This report must be provided to each customer for whom a mailing list was processed.
- Q3: Are you planning to replace the existing return codes with the proposed optional return codes?
A3: No. The current NCOA^{Link} return codes will remain the same. If licensees would like an optional field under return codes based on their matching logic, they may do so.

- Q4: Do clients have the right to remove name suffixes themselves?
- A4: Yes, however there is a potential to misdirect mail if a match is obtained. Licensees are not allowed to remove name suffixes.
- Q5: What is the relationship between LACS^{Link} and NCOA^{Link}?
- A5: In NCOA^{Link}, the old side address is the address used when the person filed the change of address. If the address has been LACS^{Link} converted and the person files a change-of-address with the LACS converted address, then this is the address that should be used for NCOA^{Link} processing. If the person files a change-of-address with the pre-LACS^{Link} address, then the pre-LACS^{Link} address should be used. Both the pre- and post-LACS^{Link} addresses can be run during NCOA^{Link} processing.
- Q6: Is Suite^{Link} going to be integrated?
- A6: Suite^{Link} may be integrated into the CASS product like LACS^{Link}.
- Q7: How early can we start making the required changes?
- A7: The developers will be sent an email asking will their software be affected if a change was made sooner. If the change will not, it can be implemented at that point.

General Questions and Answers

- Q1: How are licensees selected for on-site audits?
A1: Currently, on-site audit selection is based on targeted geographic areas.
- Q2: Explain why 20% or higher match rate is an area of concern.
A2: The overall average NCOA^{Link} match rate is 5-7%. Before performing on-site audits, a 20% report is reviewed. If a licensee has processed lists with a match rate higher than the average, the USPS finds out more information about the list, such as if it is an old list or the customer is not updating their database. Additionally, a high match rate may indicate the creation of new mover's lists or skip tracing.
- Q3: Are all addresses LACS^{Link} converted in the NCOA^{Link} database?
A3: New side addresses are LACS^{Link} converted as they enter the database. There is no full file re-process for LACS^{Link} converted addresses in the NCOA^{Link} database.
- Q4: Our company has decided to use the flat file in addition to the hash file. Will we have to submit two reports?
A4: Licensees should submit two reports, one for hash file and one for flat file, if processing concurrently. Going forward, one report should be submitted if processing with the hash file is discontinued or vice versa.
- Q5: After addresses are processed through ANK^{Link} and I have 99 addresses that indicate a possible move, how do I meet the 100 unique records requirement to send it for further processing?
A5: To meet the mailing list requirement of 100 unique records, add additional records from the original file to the list before sending the list to a Full Service Provider.
- Q6: What conditions have to be met to modify PAFs?
A6: If a customer name changes, licensees will need to get a new PAF and label it modified. If a PAF has expired, the customer will have to sign a new PAF.
- Q7: What processes are performed on addresses before entering the NCOA^{Link} database?
A7: At the point of entry in the Computerized Forwarding System (CFS), the address is ZIP + 4 coded on the old and new side. If the address cannot be ZIP + 4 coded, it is still entered into the CFS database. When the address reaches the NCOA^{Link} database, it attempts to ZIP + 4 code the new and old side address and the DPV process is performed on the new address. Records that can be ZIP + 4 coded are added to the NCOA^{Link} database.
- Q8: Explain the high match flag?
A8: The high match description flag is a required field on the CSL that tells the USPS that the ANK^{Link} process or some other factor accounted for the high match rate.
- Q9: Are there instructions available to let customers know they can file a change of address online?
A9: The paper form informs customers that they can file a change of address electronically and it lists the Web address.
- Q10: Clarify the relationship between NCOA^{Link} and ACS.

- A10: There is no direct correlation between ACS and NCOA^{Link}. The raw data for both are derived from the master database; however the method of delivery is different. ACS COAs are direct responses to specific mailpieces as a result of a forwarding action. NCOA^{Link} COAs undergo additional address quality processes before being placed on the database licensees receive and updates to mailing lists are performed to the entire list prior to mailing.
- Q11: What are your plans for an NCOA^{Link} type product for MLOCR?
A11: Currently, there are no immediate plans for an NCOA^{Link} type product for MLOCR.
- Q12: How will licensees be notified of changes to license agreements, new policies, etc?
A12: Licensees have been asked to create a centralized email address that will automatically forward to recipients within their company. The USPS will send notifications of updates to documents to the established email address.
- Q13: Pertaining to Revenue Assurance, what do the audits consist of?
A13: The USPS Web site should have published documents with information regarding revenue assurance audits.
- Q14: If I acquire a list on behalf of the customer, I am acting as the broker. Will the customer from which I am buying the list have to give the list directly to me since I am also the service provider?
A14: The customer for whom you are acquiring the list on behalf will sign the PAF as the list owner. There would not be a broker in this case.
- Q15: As an interface distributor, will I need to recertify my software if I make a change to it?
A15: If the change affects the address matching engine, the licensee will have to recertify the interface.
- Q16: Does your department have any controls on brokers using trademarks?
A16: No, but Inspection Service can be notified if it is deemed a business partnership is being implied or if they are incorporating a trademarked name within their name, which is an illegal use.
- Q17: Is it allowable to make selective marketing inserts to new movers?
A17: No. Mailing to selects on a list is violation of the NCOA^{Link} License Agreement.